With 18,156 students on the Amherst campus, about 7,000 of them living off campus in surrounding towns, the role that WMUA has in communicating with its public (the students who fund it) is changing.

This FM radio station, operated by University students with student funds, is expanding its air time, revising its program format, and offering more interested students an opportunity to gain valuable experience in newscasting, announcing, programming, documentary production and engineering.

Several years ago the University took recognition of the growing needs of students interested in journalism, particularly those on the Collegian. As the student newspaper expanded into daily coverage, the University provided an experienced newspaperman to work with the students in a special tutoring program. The results have been impressive. Since Mr. Oickle's arrival, the quality of the Collegian has improved substantially. During the past three years the Collegian has responded with fair coverage of nearly every issue.

Unfortunately, WMUA has never received the attention that the Collegian has had. Yet, this radio station is on the air 24 hours a day, communicating to a large segment of the campus and the surrounding community. Many of the students who are interested in broadcasting as a career have creative ideas that could be put into practice in a professional way if they had someone advising them who has had broad experience.

More and more students are interested in learning about radio from engineering, programming and on-air experience. Technical people are on hand who can and do help the engineers. But there is no steady tutoring or advising in the areas of programming or on-air techniques provided for the students on a regular basis.

RECOMMENDATION

In anticipation of and as a prerequisite to any power increase for WMUA, we would like to ask that an experienced professional broadcaster be employed as a part-time tutor ~~for~~ to advise WMUA ~~to assist~~ in programming ~~and~~ and broadcast management in on-air techniques.

It would help if one could be found immediately who could come to the University for 15 to 20 hours a week on a flexible schedule to conduct workshops and training sessions with student staff personnel.

If this trial period is successful, it might be possible to tie his teaching and tutoring into some type of academic position much like Mr. Oickle's joining the journalism faculty.

Dean Field has said that if the Trustees approve the trial programs, he feels that it is so important that he will provide the necessary funds. At a later date, we would probably come back to the board to establish an academic position on a part-time basis.